

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 for facilitating the serving of advertisements with e-mail  
3 content, the method comprising:  
4 a) accepting, with a web-based e-mail serving system  
5 including at least one computer, a request for a  
6 document including e-mail content;  
7 b) generating, with the web-based e-mail serving  
8 system, a request identifier;  
9 c) serving to a client device, with the web-based e-  
10 mail serving system, the requested document in  
11 association with the request identifier; [[and]]  
12 d) obtaining, with the web-based e-mail serving  
13 system, at least one ad relevant to the e-mail  
14 content;  
15 e) storing, with the web-based e-mail serving system,  
16 the obtained at least one ad;  
17 f) accepting, with the web-based e-mail serving  
18 system, an ad request from the client device;  
19 g) reading, with the web-based e-mail serving system,  
20 the stored at least one ad using information from the  
21 ad request; and  
22 h) serving to the client device, with the web-based  
23 e-mail serving system, the at least one ad read.

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1, wherein the ad request from the client  
3 device is generated automatically, without a manual input  
4 from a user of the client device ~~[[further comprising]~~

- 5       ~~e) storing the obtained at least one ad,~~  
6       ~~f) accepting an ad request,~~  
7       ~~g) reading the stored at least one ad using~~  
8       ~~information from the ad request, and~~  
9       ~~h) serving the at least one ad read]].~~

1   Claim 3 (currently amended): The computer-implemented  
2   method of claim 1, [[2]] wherein the ad request was sourced  
3   by the [[a]] client device when it rendered the requested  
4   document.

1   Claim 4 (currently amended): The computer-implemented  
2   method of claim 1, [[2]] wherein the ad request was sourced  
3   by a client device after it rendered the requested  
4   document.

1   Claim 5 (currently amended): The computer-implemented  
2   method of claim 1, [[2]] wherein the ad request was sourced  
3   by a browser when it rendered the requested document.

1   Claim 6 (currently amended): The computer-implemented  
2   method of claim 1, [[2]] wherein the ad request was sourced  
3   by a browser after it rendered the requested document.

1   Claim 7 (currently amended): The computer-implemented  
2   method of claim 1, [[2]] wherein the act of storing the  
3   obtained at least one ad includes storing the request  
4   identifier in association with the at least one ad.

1   Claim 8 (currently amended): The computer-implemented  
2   method of claim 7, wherein the request identifier may be

3 used as a primary key to lookup the associated at least one  
4 ad.

1 Claim 9 (currently amended): The computer-implemented  
2 method of claim 7, wherein the ad request includes the  
3 request identifier.

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim 9, wherein the act of reading the stored at  
3 least one ad using information from the ad request uses the  
4 request identifier to lookup the associated at least one  
5 ad.

1 Claim 11 (currently amended): The computer-implemented  
2 method of claim 1, wherein the act of serving the requested  
3 document in association with the request identifier is  
4 performed by a first thread, and wherein the act of  
5 obtaining at least one ad relevant to content of the e-mail  
6 is performed by a second thread.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 11, wherein the execution of the first  
3 thread is independent of the execution of the second  
4 thread.

1 Claim 13 (currently amended): The computer-implemented  
2 method of claim 1, wherein the act of obtaining at least  
3 one ad relevant to content of the e-mail includes  
4 submitting an ad request to a content-relevant ad server.

1 Claim 14 (currently amended): The computer-implemented  
2 method of claim 13, wherein the ad request includes the  
3 request identifier.

1 Claim 15 (currently amended): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content represents an individual e-mail message.

1 Claim 16 (currently amended): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content represents a group of e-mail messages.

1 Claim 17 (currently amended): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content represents an e-mail thread output as a  
4 conversation.

1 Claim 18 (currently amended): The computer-implemented  
2 method of claim 1, wherein the document including e-mail  
3 content is a conversation view including a group of  
4 e-mails.

1 Claim 19 (currently amended): A computer-implemented  
2 method for rendering ads in association with e-mail  
3 content, the method comprising:  
4 a) requesting, with a client device, a document  
5 including e-mail content;  
6 b) accepting, with the client device, the document;  
7 c) rendering, with the client device, the document;  
8 d) requesting, with the client device, at least one  
9 ad relevant to the e-mail content of the document;

10 e) receiving, with the client device, the at least  
11 one ad; and  
12 f) rendering, with the client device, the at least  
13 one ad in association with the rendered document,  
14 wherein the at least one ad is ~~[[are]]~~ rendered after  
15 the e-mail content of the document has already been  
16 rendered.

1 Claim 20 (currently amended): The computer-implemented  
2 method of claim 19, wherein the accepted document includes  
3 a request identifier and wherein the act of requesting at  
4 least one ad relevant to the e-mail content of the document  
5 includes generating a request including the request  
6 identifier.

1 Claim 21 (currently amended): The computer-implemented  
2 method of claim 19, wherein the act of requesting at least  
3 one ad relevant to the e-mail content of the document  
4 occurs after the act of rendering the e-mail content of the  
5 document.

1 Claim 22 (currently amended): The computer-implemented  
2 method of claim 19, wherein the document is a Web-page.

1 Claim 23 (currently amended): The computer-implemented  
2 method of claim 19, wherein the act of requesting at least  
3 one ad relevant to the e-mail content of the document  
4 includes constructing a URL that represents a request for  
5 at least one ad.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 23, wherein the act of requesting at least

3 one ad relevant to the e-mail content of the document  
4 further includes instantiating an ActiveX object that takes  
5 the URL and requests the at least one ad from a Web-based  
6 e-mail server that sourced the document.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 19, wherein the document is a Web page, and  
3 wherein the act of rendering the at least one ad in  
4 association with the rendered e-mail content of the  
5 document includes manipulating a document object model of  
6 the Web page to render the ads.

1 Claim 26 (currently amended): The computer-implemented  
2 method of claim 19, wherein the act of rendering the at  
3 least one ad in association with the rendered document is  
4 done such that the document is not modified.

1 Claim 27 (currently amended): The computer-implemented  
2 method of claim 26, further comprising forwarding the  
3 document to another client, wherein the at least one ad is  
4 not rendered on the other client device.

1 Claim 28 (currently amended): The computer-implemented  
2 method of claim 19, wherein the act of rendering the at  
3 least one ad in association with the rendered document is  
4 done such that the at least one ad does not become a part  
5 of the document.

1 Claim 29 (currently amended): The computer-implemented  
2 method of claim 28, further comprising forwarding the  
3 document to another client, wherein the at least one ad is  
4 not rendered on the other client device.

1 Claim 30 (currently amended): The computer-implemented  
2 method of claim 19, wherein the document including e-mail  
3 content is an individual e-mail.

1 Claim 31 (currently amended): The computer-implemented  
2 method of claim 19, wherein the document including e-mail  
3 content is group of e-mails.

1 Claim 32 (currently amended): The computer-implemented  
2 method of claim 19, wherein the document including e-mail  
3 content is an e-mail thread.

1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 19, wherein the document including e-mail  
3 content is a conversation view including a group of  
4 e-mails.

1 Claim 34 (currently amended): A computer-implemented  
2 method for facilitating the serving of advertisements with  
3 e-mail content, the method comprising:  
4 a) accepting, with a web-based e-mail serving system  
5 including at least one computer, a request for a  
6 document including e-mail content;  
7 b) generating, with the web-based e-mail serving  
8 system, a request identifier;  
9 c) serving to a client device, with the web-based e-  
10 mail serving system, the requested document in  
11 association with the request identifier; [[and]]  
12 d) obtaining, with the web-based e-mail serving  
13 system, at least one additional content item relevant  
14 to the e-mail content

15        e) storing, with the web-based e-mail serving system,  
16        the obtained at least one additional content item;  
17        f) accepting, with the web-based e-mail serving  
18        system, an additional content item request from the  
19        client device;  
20        g) reading, with the web-based e-mail serving system,  
21        the stored at least one additional content item using  
22        information from the additional item request; and  
23        h) serving to the client device, with the web-based  
24        e-mail serving system, the at least one additional  
25        content item read.

1    Claim 35 (currently amended): The computer-implemented  
2    method of claim 34, wherein the at least one additional  
3    content item is selected from a group consisting of (a) a  
4    news article, (b) an excerpt of a news article, (c) a  
5    search query, (d) a product review, and (e) an excerpt of a  
6    product review.

1    Claim 36 (currently amended): The computer-implemented  
2    method of claim 34, wherein the at least one additional  
3    content item includes at least one content relevant ad and  
4    at least one further additional content item selected from  
5    a group consisting of (a) a news article, (b) an excerpt of  
6    a news article, (c) a search query, (d) a product review,  
7    and (e) an excerpt of a product review.

1    Claim 37 (currently amended): The computer-implemented  
2    method of claim 34, wherein the additional item request  
3    from the client device is generated automatically, without  
4    a manual input from a user of the client device ~~[[further~~  
5    ~~comprising-~~



6 ~~e) storing the obtained at least one additional~~  
7 ~~content item;~~  
8 ~~f) accepting an additional content item request;~~  
9 ~~g) reading the stored at least one additional content~~  
10 ~~item using information from the additional item~~  
11 ~~request; and~~  
12 ~~h) serving the at least one additional content item~~  
13 ~~read]].~~

1 Claim 38 (currently amended): The computer-implemented  
2 method of claim 34, ~~[[37]]~~ wherein the at least one  
3 additional content item is selected from a group consisting  
4 of (a) a news article, (b) an excerpt of a news article,  
5 (c) a search query, (d) a product review, and (e) an  
6 excerpt of a product review.

1 Claim 39 (currently amended): The computer-implemented  
2 method of claim 34, ~~[[37]]~~ wherein the at least one  
3 additional content item includes at least one content  
4 relevant ad and at least one further additional content  
5 item selected from a group consisting of (a) a news  
6 article, (b) an excerpt of a news article, (c) a search  
7 query, (d) a product review, and (e) an excerpt of a  
8 product review.

1 Claim 40 (currently amended): A computer-implemented  
2 method for facilitating the serving of advertisements with  
3 electronic messaging content, the method comprising:  
4 a) accepting, with a web-based electronic message  
5 serving system including at least one computer, a  
6 request for a document including electronic messaging  
7 content;

- 8        b) generating, with the web-based electronic message  
9        serving system, a request identifier;  
10       c) serving to a client device, with the web-based  
11       electronic message serving system, the requested  
12       document in association with the request identifier;  
13       [[and]]  
14       d) obtaining, with the web-based electronic message  
15       serving system, at least one ad relevant to the  
16       electronic messaging content  
17       e) storing, with the web-based electronic message  
18       serving system, the obtained at least one ad;  
19       f) accepting, with the web-based electronic message  
20       serving system, an ad request from the client device;  
21       g) reading, with the web-based electronic message  
22       serving system, the stored at least one ad using  
23       information from the ad request; and  
24       h) serving to the client device, with the web-based  
25       electronic message serving system, the at least one ad  
26       read.

1    Claim 41 (currently amended): The computer-implemented  
2    method of claim 40, wherein the ad request from the client  
3    device is generated automatically, without a manual input  
4    from a user of the client device ~~[[further comprising:~~  
5       ~~e) storing the obtained at least one ad;~~  
6       ~~f) accepting an ad request;~~  
7       ~~g) reading the stored at least one ad using~~  
8       ~~information from the ad request; and~~  
9       ~~h) serving the at least one ad read]]~~.

1    Claim 42 (currently amended): The computer-implemented  
2    method of claim 40, wherein the electronic messaging

3 content is content from one of (A) on-line groups, (B)  
4 blogs, (C) message postings, and (D) instant messaging.

1 Claim 43 (currently amended): A computer-implemented  
2 method for rendering ads in association with electronic  
3 messaging content, the method comprising:

- 4 a) requesting, with a client device including at  
5 least one computer, a document including electronic  
6 messaging content;
- 7 b) accepting, with the client device, the document;
- 8 c) rendering, with the client device, the document;
- 9 d) requesting, with the client device, at least one  
10 ad relevant to the electronic messaging content of the  
11 document;
- 12 e) receiving the at least one ad; and
- 13 f) rendering, with the client device, the at least  
14 one ad in association with the rendered document,  
15 wherein the at least one ad is ~~[[are]]~~ rendered after  
16 the electronic messaging content of the document has  
17 already been rendered.

1 Claim 44 (currently amended): The computer-implemented  
2 method of claim 43, wherein the electronic messaging  
3 content is content from one of (A) on-line groups, (B)  
4 blogs, (C) message postings, and (D) instant messaging.

1 Claim 45 (currently amended): A computer-implemented  
2 method for facilitating the serving of advertisements with  
3 electronic messaging content, the method comprising:

- 4 a) accepting, with a web-based electronic message  
5 serving system including at least one computer, a

6 request for a document including electronic messaging  
7 content  
8 b) generating, with the web-based electronic message  
9 serving system, a request identifier;  
10 c) serving to a client device, with the web-based  
11 electronic message serving system, the requested  
12 document in association with the request identifier;  
13 [[and]]  
14 d) obtaining, with the web-based electronic message  
15 serving system, at least one additional content item  
16 relevant to the electronic messaging content;  
17 e) storing, with the web-based electronic message  
18 serving system, the obtained at least one additional  
19 content item;  
20 f) accepting from the client device, with the web-  
21 based electronic message serving system, an additional  
22 content item request;  
23 g) reading, with the web-based electronic message  
24 serving system, the additional content item request;  
25 and  
26 h) serving the client device, with the web-based  
27 electronic message serving system, the at least one  
28 additional content item read.

1 Claim 46 (currently amended): The computer-implemented  
2 method of claim 45, wherein the electronic messaging  
3 content is content from one of (A) on-line groups, (B)  
4 blogs, (C) message postings, and (D) instant messaging.

1 Claim 47 (currently amended): Apparatus for facilitating  
2 the serving of advertisements with e-mail content, the  
3 apparatus comprising:

- 4        a) at least one processor;
- 5        b) an input device for accepting a request for a
- 6        document including e-mail content;
- 7        c) a first storage facility for storing an obtained
- 8        at least one ad; and
- 9        d) a second storage facility for storing a computer
- 10       executable code which, when executed by the at least
- 11       one processor, performs a method of
- 12            1) ~~[[a]—an input for]~~ accepting the document
- 13            ~~[[+]] request [[for a document including e-mail~~
- 14            ~~content]]~~, ~~[[+]]~~
- 15            2) ~~[[b]—means for]~~ generating a request
- 16            identifier, ~~[[+]]~~
- 17            3) ~~[[e]—means for]~~ serving to a client device,
- 18            the requested document in association with the
- 19            request identifier, ~~[[+and]]~~
- 20            4) ~~[[d]—means for]~~ obtaining the ~~[[at]]~~ least
- 21            one ad relevant to the e-mail content,
- 22            5) storing the obtained at least one ad,
- 23            6) accepting an ad request,
- 24            7) reading the stored at least one ad using
- 25            information from the ad request,
- 26            8) serving to the client device, the at least
- 27            one ad read.

1    Claim 48 (currently amended): The apparatus of claim 47,  
 2    wherein the ad request is generated automatically, without  
 3    a manual input from a user of the client device ~~[[further~~  
 4    ~~comprising:~~

- 5        ~~e) a storage facility for storing the obtained at~~
- 6        ~~least one ad;~~
- 7        ~~f) means for accepting an ad request;~~

8 ~~g) means for reading the stored at least one ad~~  
9 ~~using information from the ad request; and~~  
10 ~~h) means for serving the at least one ad read]].~~

1 Claim 49 (currently amended): The apparatus of claim 47,  
2 ~~[[48]]~~ wherein the ad request was sourced by a client  
3 device when it rendered the requested document.

1 Claim 50 (currently amended): The apparatus of claim 47,  
2 ~~[[48]]~~ wherein the ad request was sourced by a client  
3 device after it rendered the requested document.

1 Claim 51 (currently amended): The apparatus of claim 47,  
2 ~~[[48]]~~ wherein the ad request was sourced by a browser when  
3 it rendered the requested document.

1 Claim 52 (currently amended): The apparatus of claim 47,  
2 ~~[[48]]~~ wherein the ad request was sourced by a browser  
3 after it rendered the requested document.

1 Claim 53 (currently amended): The apparatus of claim 47,  
2 ~~[[48]]~~ wherein the at least one ad stored includes the  
3 request identifier stored in association with the at least  
4 one ad.

1 Claim 54 (original): The apparatus of claim 53 wherein the  
2 request identifier may be used as a primary key to lookup  
3 the associated at least one ad.

1 Claim 55 (original): The apparatus of claim 53 wherein the  
2 ad request includes the request identifier.

1 Claim 56 (original): The apparatus of claim 55 wherein the  
2 means for reading the stored at least one ad using  
3 information from the ad request use the request identifier  
4 to lookup the associated at least one ad.

1 Claim 57 (original): The apparatus of claim 47 wherein the  
2 means for serving the requested document in association  
3 with the request identifier is a first thread, and wherein  
4 the means for obtaining at least one ad relevant to content  
5 of the e-mail is a second thread.

1 Claim 58 (original): The apparatus of claim 57 wherein the  
2 execution of the first thread is independent of the  
3 execution of the second thread.

1 Claim 59 (original): The apparatus of claim 47 wherein the  
2 means for obtaining at least one ad relevant to content of  
3 the e-mail include means for submitting an ad request to a  
4 content-relevant ad server.

1 Claim 60 (original): The apparatus of claim 59 wherein the  
2 ad request includes the request identifier.

1 Claim 61 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content represents an individual  
3 e-mail message.

1 Claim 62 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content represents a group of  
3 e-mail messages.

1 Claim 63 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content represents an e-mail  
3 thread output as a conversation.

1 Claim 64 (original): The apparatus of claim 47 wherein the  
2 document including e-mail content is a conversation view  
3 including a group of e-mails.

1 Claim 65 (currently amended): Apparatus for rendering ads  
2 in association with e-mail content, the apparatus  
3 comprising:

- 4 a) at least one processor;  
5 b) an input device; and  
6 c) at least one storage device storing a computer  
7 executable code which, when executed by the at least  
8 one processor, performs a method of  
9 1) ~~[[a) means for]]~~ requesting a document  
10 including e-mail content, ~~[[+]]~~  
11 2) ~~[[b) means for]]~~ accepting the  
12 document, ~~[[+]]~~  
13 3) ~~[[e) means for]]~~ rendering the  
14 document, ~~[[+]]~~  
15 4) ~~[[d) means for]]~~ requesting at least one ad  
16 relevant to the e-mail content of the  
17 document, ~~[[+]]~~  
18 5) ~~[[e) means for]]~~ receiving, the at least one  
19 ad, ~~[[+]]~~ and  
20 6) ~~[[f) means for]]~~ rendering the at least one  
21 ad in association with the rendered document,  
22 wherein the at least one ad is ~~[[are]]~~ rendered  
23 after the e-mail content of the document has  
24 already been rendered.



1 Claim 66 (original): The apparatus of claim 65 wherein the  
2 accepted document includes a request identifier and wherein  
3 the means for requesting at least one ad relevant to the  
4 e-mail content of the document include means for generating  
5 a request including the request identifier.

1 Claim 67 (original): The apparatus of claim 65 wherein the  
2 means for requesting requests the at least one ad relevant  
3 to the e-mail content of the document after the means for  
4 rendering renders the e-mail content of the document.

1 Claim 68 (original): The apparatus of claim 65 wherein the  
2 document is a Web-page.

1 Claim 69 (original): The apparatus of claim 65 wherein the  
2 means for requesting at least one ad relevant to the e-mail  
3 content of the document include means for constructing a  
4 URL that represents a request for at least one ad.

1 Claim 70 (original): The apparatus of claim 69 wherein the  
2 means for requesting at least one ad relevant to the e-mail  
3 content of the document further include means for  
4 instantiating an ActiveX object that takes the URL and  
5 requests the at least one ad from a Web-based e-mail server  
6 that sourced the document.

1 Claim 71 (original): The apparatus of claim 65 wherein the  
2 document is a Web page, and wherein the means for rendering  
3 the at least one ad in association with the rendered e-mail  
4 content of the document include means for manipulating a  
5 document object model of the Web page to render the ads.

1 Claim 72 (original): The apparatus of claim 65 wherein the  
2 means for rendering the at least one ad in association with  
3 the rendered document does not modify the document.

1 Claim 73 (original): The apparatus of claim 72 further  
2 comprising means for forwarding the document to another  
3 client, wherein the at least one ad is not rendered on the  
4 other client device.

1 Claim 74 (original): The apparatus of claim 65 wherein the  
2 means for rendering the at least one ad in association with  
3 the rendered document does not make the at least one ad  
4 become a part of the document.

1 Claim 75 (original): The apparatus of claim 74 further  
2 comprising means for forwarding the document to another  
3 client, wherein the at least one ad is not rendered on the  
4 other client device.

1 Claim 76 (original): The apparatus of claim 65 wherein the  
2 document including e-mail content is an individual e-mail.

1 Claim 77 (original): The apparatus of claim 65 wherein the  
2 document including e-mail content is group of e-mails.

1 Claim 78 (original): The apparatus of claim 65 wherein the  
2 document including e-mail content is an e-mail thread.

1 Claim 79 (original): The apparatus of claim 65 wherein the  
2 document including e-mail content is a conversation view  
3 including a group of e-mails.

1 Claim 80 (currently amended): Apparatus for facilitating  
2 the serving of advertisements with e-mail content, the  
3 apparatus comprising:  
4 a) at least one processor;  
5 b) an input device; and  
6 c) at least one storage device storing a computer  
7 executable code which, when executed by the at least  
8 one processor, performs a method of  
9 1) ~~[[a]—means for]~~ accepting a request for a  
10 document including e-mail content, ~~[[+]]~~  
11 2) ~~[[b]—means for]~~ generating a request  
12 identifier, ~~[[+]]~~  
13 3) ~~[[c]—means for]~~ serving to a client device,  
14 the requested document in association with the  
15 request identifier, ~~[[+and]]~~  
16 4) ~~[[d]—means for]~~ obtaining at least one  
17 additional content item relevant to the e-mail  
18 content,  
19 5) storing the obtained at least one additional  
20 content item,  
21 6) accepting an additional content item request,  
22 7) reading the stored at least one additional  
23 content item using information from the  
24 additional item request, and  
25 8) serving to the client device, the at least  
26 one additional content item read.

1 Claim 81 (original): The apparatus of claim 80 wherein the  
2 at least one additional content item is selected from a  
3 group consisting of (a) a news article, (b) an excerpt of a  
4 news article, (c) a search query, (d) a product review, and  
5 (e) an excerpt of a product review.

1 Claim 82 (original): The apparatus of claim 80 wherein the  
2 at least one additional content item includes at least one  
3 content relevant ad and at least one further additional  
4 content item selected from a group consisting of (a) a news  
5 article, (b) an excerpt of a news article, (c) a search  
6 query, (d) a product review, and (e) an excerpt of a  
7 product review.

1 Claim 83 (currently amended): The apparatus of claim 80,  
2 wherein the additional item request is generated  
3 automatically, without a manual input from a user of the  
4 client device ~~[[further comprising:~~  
5 ~~e) means for storing the obtained at least one~~  
6 ~~additional content item;~~  
7 ~~f) means for accepting an additional content item~~  
8 ~~request;~~  
9 ~~g) means for reading the stored at least one~~  
10 ~~additional content item using information from the~~  
11 ~~additional item request; and~~  
12 ~~h) means for serving the at least one additional~~  
13 ~~content item read]]~~.

1 Claim 84 (currently amended): The apparatus of claim 80,  
2 ~~[[83]]~~ wherein the at least one additional content item is  
3 selected from a group consisting of (a) a news article, (b)  
4 an excerpt of a news article, (c) a search query, (d) a  
5 product review, and (e) an excerpt of a product review.

1 Claim 85 (currently amended): The apparatus of claim 80,  
2 ~~[[83]]~~ wherein the at least one additional content item  
3 includes at least one content relevant ad and at least one  
4 further additional content item selected from a group

5 consisting of (a) a news article, (b) an excerpt of a news  
6 article, (c) a search query, (d) a product review, and (e)  
7 an excerpt of a product review.

1 Claim 86 (currently amended): Apparatus for facilitating  
2 the serving of advertisements with electronic messaging  
3 content, the apparatus comprising:

4 a) at least one processor;

5 b) an input device; and

6 c) at least one storage device storing a computer  
7 executable code which, when executed by the at least  
8 one processor, performs a method of

- 9 1) ~~[[a) means for]]~~ accepting a request for a  
10 document including electronic messaging  
11 content, ~~[[+]]~~  
12 2) ~~[[b) means for]]~~ generating a request  
13 identifier, ~~[[+]]~~  
14 3) ~~[[c) means for]]~~ serving to a client device,  
15 the requested document in association with the  
16 request identifier, ~~[[+and]]~~  
17 4) ~~[[d) means for]]~~ obtaining at least one ad  
18 relevant to the electronic messaging content,  
19 5) storing the obtained at least one ad,  
20 6) accepting an ad request,  
21 7) reading the stored at least one ad using  
22 information from the ad request, and  
23 8) serving to the client device, the at least  
24 one ad read.

1 Claim 87 (currently amended): The apparatus of claim 86,  
2 wherein the ad request is generated automatically, without

3 a manual input from a user of the client device ~~[[further~~  
 4 ~~comprising:~~  
 5 ~~e) means for storing the obtained at least one ad;~~  
 6 ~~f) means for accepting an ad request;~~  
 7 ~~g) means for reading the stored at least one ad using~~  
 8 ~~information from the ad request; and~~  
 9 ~~h) means for serving the at least one ad read]].~~

1 Claim 88 (original): The apparatus of claim 86 wherein the  
 2 electronic messaging content is content from one of (A) on-  
 3 line groups, (B) blogs, (C) message postings, and (D)  
 4 instant messaging.

1 Claim 89 (currently amended): Apparatus for rendering ads  
 2 in association with electronic messaging content, the  
 3 apparatus comprising:

4 a) at least one processor;  
 5 b) an input device; and  
 6 c) at least one storage device storing a computer  
 7 executable code which, when executed by the at least  
 8 one processor, performs a method of  
 9 1) [[a) means for]] requesting a document  
 10 including electronic messaging content, [[+]]  
 11 2) [[b) means for]] accepting the  
 12 document, [[+]]  
 13 3) [[e) means for]] rendering the  
 14 document, [[+]]  
 15 4) [[d) means for]] requesting at least one ad  
 16 relevant to the electronic messaging content of  
 17 the document, [[+]]

18           5) ~~[[e) means for]]~~ receiving from the web-  
19           based e-mail serving system, the at least one ad,  
20           ~~[[+]]~~ and  
21           6) ~~[[f) means for]]~~ rendering the at least one  
22           ad in association with the rendered document,  
23           wherein the at least one ad is ~~[[are]]~~ rendered  
24           after the electronic messaging content of the  
25           document has already been rendered.

1   Claim 90 (original): The apparatus of claim 89 wherein the  
2   electronic messaging content is content from one of (A) on-  
3   line groups, (B) blogs, (C) message postings, and (D)  
4   instant messaging.

1   Claim 91 (currently amended): Apparatus for facilitating  
2   the serving of advertisements with electronic messaging  
3   content, the apparatus comprising:

4       a) at least one processor;  
5       b) an input device; and  
6       c) at least one storage device storing a computer  
7       executable code which, when executed by the at least  
8       one processor, performs a method of  
9           1) ~~[[a) means for]]~~ accepting a request for a  
10          document including electronic messaging  
11          content, ~~[[+]]~~  
12          2) ~~[[b) means for]]~~ generating a request  
13          identifier, ~~[[+]]~~  
14          3) ~~[[c) means for]]~~ serving to a client device,  
15          the requested document in association with the  
16          request identifier, ~~[[+ and]]~~

- 17            4) [[~~d~~—means for]] obtaining at least one  
18            additional content item relevant to the  
19            electronic messaging content,  
20            5) storing the obtained at least one ad,  
21            6) accepting an ad request,  
22            7) reading the stored at least one ad using  
23            information from the ad request, and  
24            8) serving to the client device, the at least  
25            one ad read.

1    Claim 92 (original): The apparatus of claim 91 wherein the  
2    electronic messaging content is content from one of (A) on-  
3    line groups, (B) blogs, (C) message postings, and (D)  
4    instant messaging.